

Grocery Sales Retail Report

DIGI Assignment By Aayushi Ruia
Last Updated on 5th March 2021

Original Table

Transaction ID	Year	Quarter	Month	Day	Hour	Item	Category	Unit Buying Price	Unit Selling Price	Units Sold	Total Buying Price	Total Selling Price	Profit	Payment
0000fbae-88c4-41ce-9f58-851a4595add4	2019	Qtr 2	May	26	14	Avocado Hass Medium	Avocadoes	\$3.00	\$1.99	2.00	\$6.00	\$3.98	(\$2.02)	magcard
0000fbae-88c4-41ce-9f58-851a4595add4	2019	Qtr 2	May	26	14	Derana Jack Mackerel 425g	Sri Lankan Groceries	\$2.95	\$3.85	1.00	\$2.95	\$3.85	\$0.90	magcard
0000fbae-88c4-41ce-9f58-851a4595add4	2019	Qtr 2	May	26	14	Lemon Puff 2 for 2.50	Sri Lankan Groceries	\$1.75	\$2.27	1.00	\$1.75	\$2.27	\$0.52	magcard
0000fbae-88c4-41ce-9f58-851a4595add4	2019	Qtr 2	May	26	14	Papadam 200g derana	Sri Lankan Groceries	\$2.25	\$3.50	1.00	\$2.25	\$3.50	\$1.25	magcard
0000fbae-88c4-41ce-9f58-851a4595add4	2019	Qtr 2	May	26	14	Soya Meet Prawn 90g	Sri Lankan Groceries	\$1.00	\$1.99	1.00	\$1.00	\$1.99	\$0.99	magcard
0000fbae-88c4-41ce-9f58-851a4595add4	2019	Qtr 2	May	26	14	Zucchini green	Other Vegies	\$0.00	\$3.50	0.77	\$0.00	\$2.70	\$2.70	magcard
000178df-39b5-49b1-948f-92d1501c29d2	2016	Qtr 2	April	21	4	Broccoli	Other Vegies	\$0.00	\$3.50	0.44	\$0.00	\$1.55	\$1.55	cash
000178df-39b5-49b1-948f-92d1501c29d2	2016	Qtr 2	April	21	4	Cucumber Lebanese	Cucumbers	\$0.00	\$4.99	0.69	\$0.00	\$3.43	\$3.43	cash
000178df-39b5-49b1-948f-92d1501c29d2	2016	Qtr 2	April	21	4	Lettuce Iceberg	Lettuces	\$0.00	\$2.50	1.00	\$0.00	\$2.50	\$2.50	cash
0001c063-2d32-4380-9db6-de20c5b48f59	2017	Qtr 1	January	16	1	Banana Cavendish	Bananas	\$2.00	\$1.99	1.36	\$2.73	\$2.71	(\$0.01)	cash
0001c063-2d32-4380-9db6-de20c5b48f59	2017	Qtr 1	January	16	1	Brushed Potatoes 5kg bag	Potatoes	\$4.50	\$4.99	1.00	\$4.50	\$4.99	\$0.49	cash
0001c2b6-9d89-4355-9db6-de20c5b48f59	2016	Qtr 2	May	16	0	Apples Pink Lady	Apples	\$0.00	\$2.99	0.48	\$0.00	\$1.44	\$1.44	cash

Transactions Table

Year

All

Quarter

All

Day of Week Name

All

Hour

0

23



Transaction ID	Date & Time	Hour of Day	Units Sold	Total Buying Price	Total Selling Price	Profit	Payment
<div>+ 0000fbae-88c4-41ce-9f58-851a4595add4</div>	26/05/2019 14:01:14	14	6.77	\$13.95	\$18.29	\$4.34	magcard
<div>+ 000178df-39b5-49b1-948f-92d1501c29d2</div>	21/04/2016 04:18:19	4	2.13	\$0.00	\$7.49	\$7.49	cash
<div>+ 0001c063-2d32-4380-9db6-de20c5b48f59</div>	16/01/2017 01:54:07	1	2.36	\$7.23	\$7.70	\$0.48	cash
<div>+ 0001c2b6-9d89-4355-84e3-41269c0e82e6</div>	16/05/2016 00:22:12	0	4.16	\$4.36	\$10.87	\$6.51	cash
<div>+ 0001cbcd-b03b-43c8-8957-3bb40fcb33a6</div>	19/07/2019 09:42:37	9	1.59	\$0.64	\$3.32	\$2.68	cash
<div>+ 0001e939-8ab2-4ba5-af8e-dcc35d194907</div>	23/08/2016 06:36:15	6	7.32	\$8.40	\$18.96	\$10.56	magcard
<div>+ 00021ef0-419b-459e-a246-b9be69df36c6</div>	11/12/2016 02:25:52	2	2.65	\$0.00	\$7.45	\$7.45	cash
<div>+ 0002240d-a21c-4ee7-b68b-e321776a2335</div>	18/06/2019 12:57:31	12	1.45	\$3.76	\$6.96	\$3.20	cash
<div>+ 00029577-b488-4875-92c3-e0894cfac391</div>	05/11/2016 00:46:00	0	1.58	\$1.00	\$4.96	\$3.96	cash
<div>+ 0002a81e-5e13-4e0f-95fd-2f4a46c997fb</div>	25/01/2017 22:24:42	22	4.35	\$0.80	\$11.83	\$11.03	cash
<div>+ 0002d6fc-1efa-43de-ba27-a683a1ee7ab8</div>	20/05/2018 17:28:28	17	3.86	\$5.57	\$10.32	\$4.75	cash
<div>+ 00031cf2-f47b-4489-8d38-0c7be104a615</div>	12/04/2016 07:46:00	7	5.09	\$3.13	\$19.20	\$16.07	magcard
<div>+ 000321da-e88c-4156-ab78-ea46cbf178ed</div>	08/05/2017 14:05:04	14	0.69	\$0.54	\$3.04	\$2.50	cash
<div>+ 00032d46-cf9e-4b0b-b003-2f6bb5ab3e85</div>	02/05/2017 13:33:13	13	1.14	\$2.57	\$2.85	\$0.29	cash
<div>+ 000376a6-21aa-4aff-8ae6-aab9aa5c9029</div>	01/08/2017 13:47:42	13	6.00	\$9.50	\$14.98	\$5.48	magcard
<div>+ 000446cb-6aba-4a63-9bcf-660d7ffeaae7</div>	21/09/2016 22:38:51	22	2.69	\$0.00	\$6.88	\$6.88	cash
<div>+ 00046d12-498b-4a20-93aa-e283e4bf7019</div>	22/02/2018 15:18:34	15	3.62	\$4.12	\$12.38	\$8.26	cash
<div>+ 0004ba93-5c26-4fdb-9f6d-010d29678e4e</div>	16/12/2016 23:49:53	23	7.22	\$12.59	\$20.04	\$7.46	cash
Total	16/03/2016 23:15:39	0	596,157.15	\$659,023.07	\$1,902,920.85	\$1,243,897.78	cash

181.97K

Total Transactions

\$0.66M

Total Buying Price

\$1.90M

Total Selling Price

\$1.24M

Profit

Transactions Patterns

Year

2016

2017

2018

2019

Quarter, Month

All

▼

Payment

Multiple selectio...

▼

Category

All

▼

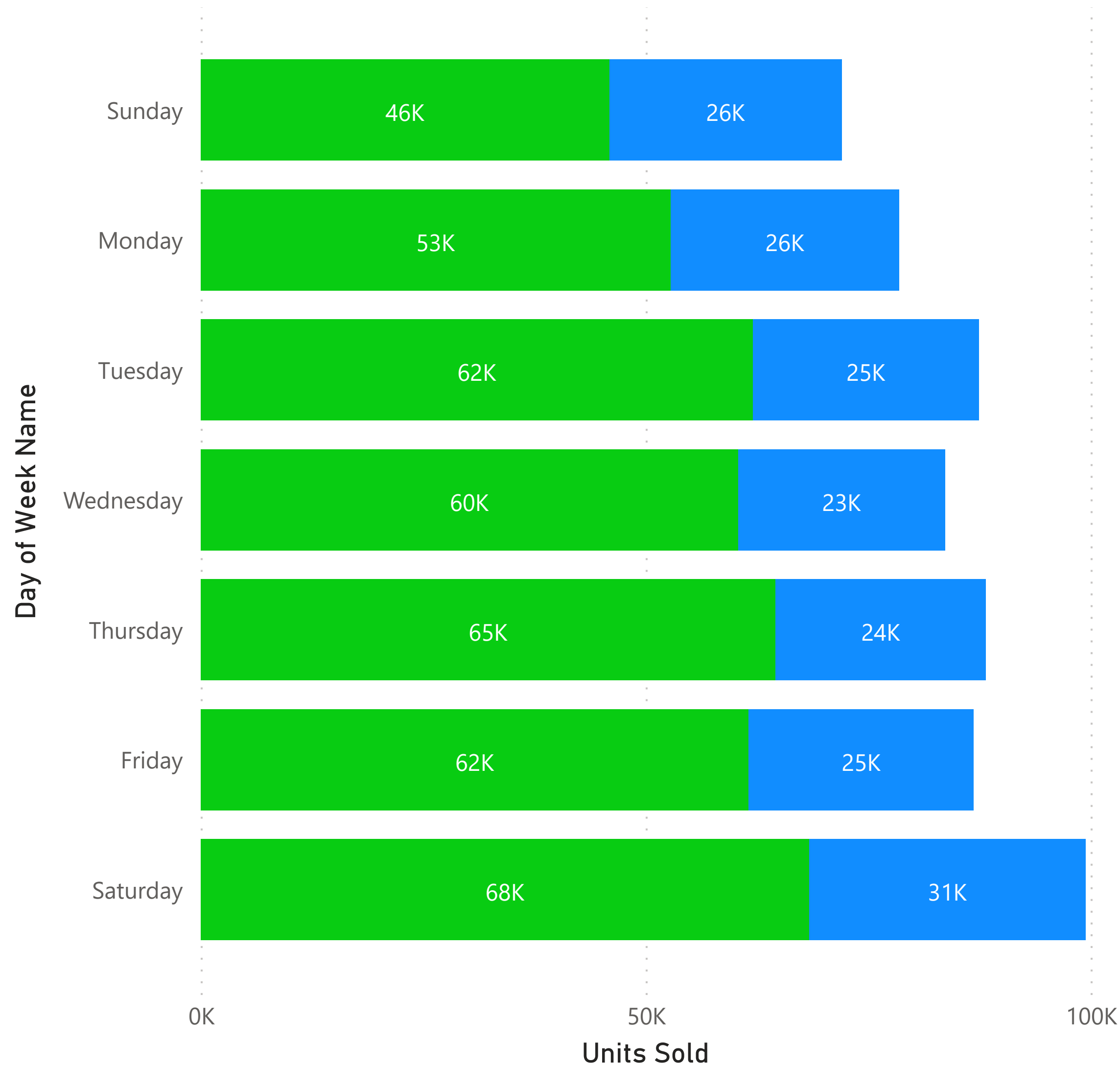
Item

All

▼

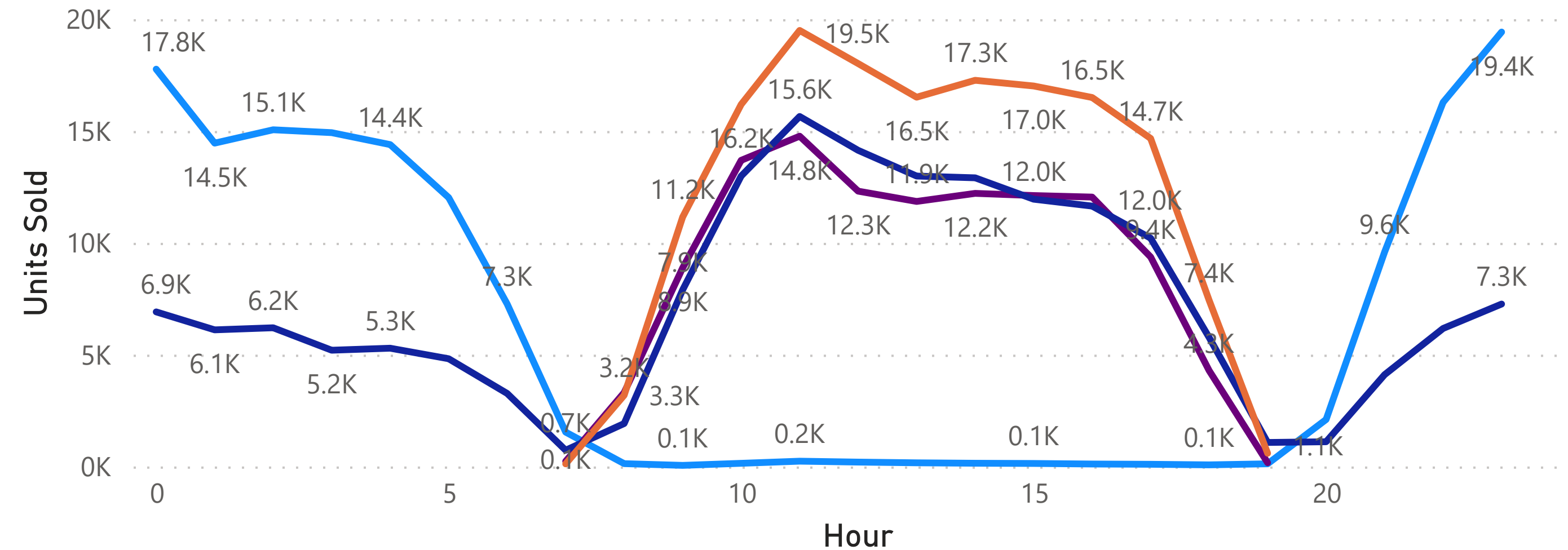
Units Sold and Day of Week Number and Payment

Payment ● cash ● magcard



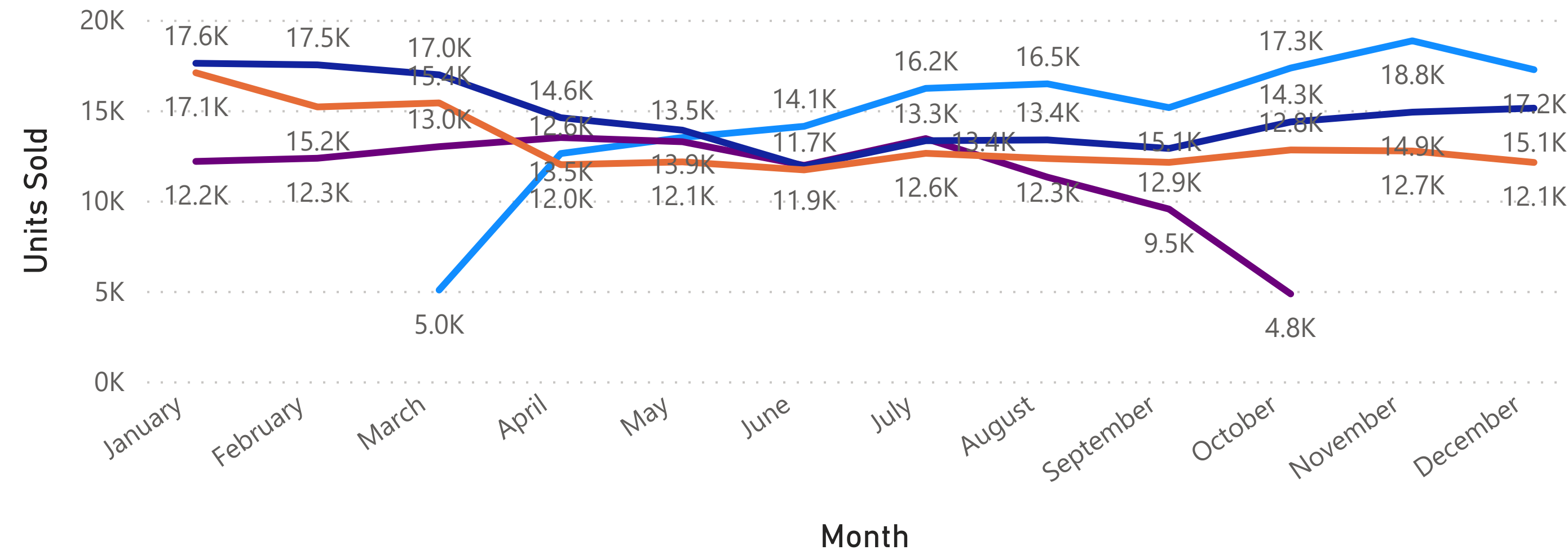
Units Sold by Hour and Year

Year ● 2016 ● 2017 ● 2018 ● 2019



Units Sold by Month and Year

Year ● 2016 ● 2017 ● 2018 ● 2019



Financial Table

Quarter

All

Year, Quarter, Month, Day

All

Day of Week

All

Payment

All

By Year

Year	Total Buying Price	Total Selling Price	Profit
2016	\$153.60K	\$433.78K	\$280.18K
Qtr 2	\$42.71K	\$127.26K	\$84.55K
Qtr 3	\$53.20K	\$146.71K	\$93.51K
Qtr 4	\$57.69K	\$159.81K	\$102.12K
2017	\$189.52K	\$564.95K	\$375.44K
Qtr 1	\$49.81K	\$160.45K	\$110.64K
Qtr 2	\$43.07K	\$129.99K	\$86.92K
Qtr 3	\$48.18K	\$131.16K	\$82.98K
Qtr 4	\$48.45K	\$143.35K	\$94.90K
2018	\$182.07K	\$514.16K	\$332.10K
Qtr 1	\$48.16K	\$152.35K	\$104.19K
Qtr 2	\$42.90K	\$118.86K	\$75.96K
Qtr 3	\$47.62K	\$121.64K	\$74.02K
Qtr 4	\$43.39K	\$121.32K	\$77.93K
2019	\$123.17K	\$358.17K	\$235.01K
Qtr 1	\$38.06K	\$121.43K	\$83.37K
Qtr 2	\$44.31K	\$126.86K	\$82.55K
Total	\$648.35K	\$1,871.07K	\$1,222.72K

By Category and Item

Category	Units Sold	Unit Buying Price	Unit Selling Price	Unit Price Margin	Total Buying Price	Total Selling Price	Profit
Apples	29.11K	\$0.34	\$3.40	\$3.06	\$10.72K	\$99.08K	\$88.36K
Asian Vegies	10.56K	\$3.68	\$5.19	\$1.51	\$25.20K	\$40.40K	\$15.20K
Avocadoes	9.65K	\$1.84	\$2.20	\$0.36	\$17.65K	\$21.19K	\$3.54K
Bananas	42.69K	\$2.00	\$2.01	\$0.01	\$85.44K	\$85.35K	(\$0.09K)
Berries	9.04K	\$0.90	\$2.99	\$2.09	\$8.12K	\$26.94K	\$18.82K
Bunch Vegies	29.00K	\$0.52	\$2.43	\$1.91	\$15.73K	\$69.74K	\$54.01K
Cabbages	4.29K	\$1.85	\$3.20	\$1.35	\$8.31K	\$13.37K	\$5.06K
capsicum	6.57K	\$0.00	\$5.06	\$5.06	\$0.00K	\$33.14K	\$33.14K
carrots	10.85K	\$0.39	\$1.60	\$1.20	\$5.81K	\$16.93K	\$11.12K
Chillies	1.63K	\$1.13	\$14.24	\$13.11	\$3.80K	\$15.57K	\$11.76K
Citrus	33.46K	\$0.92	\$3.25	\$2.33	\$32.29K	\$105.58K	\$73.29K
coconut Products	1.43K	\$3.93	\$5.54	\$1.61	\$5.56K	\$7.92K	\$2.36K
Cucumbers	15.27K	\$0.00	\$3.46	\$3.46	\$0.00K	\$38.97K	\$38.97K
Cut Fruits	0.35K	\$0.96	\$1.78	\$0.82	\$0.33K	\$0.61K	\$0.27K
Cut Veggies	12.33K	\$0.16	\$2.23	\$2.06	\$2.00K	\$27.47K	\$25.47K
Eggs	13.64K	\$2.92	\$3.65	\$0.73	\$39.40K	\$48.96K	\$9.56K
Flowers	2.23K	\$2.15	\$9.21	\$7.06	\$3.89K	\$20.53K	\$16.64K
Total	586.28K	\$1.12	\$3.97	\$2.86	\$648.35K	\$1,871.07K	\$1,222.72K

Profit Loss Analysis Table

Year, Quarter, Month

All

Unit Price Margin

(\$20.00)

\$25.00

Unit Buying Price

\$0.00

\$45.00

Unit Selling Price

\$0.00

\$53.00

1242

Items with Profit Margin

\$1.26M

Profit

24

Items with Loss Margin

(\$12.08K)

Loss

Products with Profit Margins

Item	Category	Units Sold	Unit Buying Price	Unit Selling Price	Unit Price Margin	Profit
+ Chilli red	Chillies	0.08K	\$0.00	\$25.00	\$25.00	\$2.00K
+ Thai Green Chilli	Chillies	0.07K	\$0.00	\$25.00	\$25.00	\$1.79K
+ Natural Dates 1kg Medjioul	Other Fruits	0.04K	\$1.50	\$23.00	\$21.50	\$0.86K
+ Lettuce Rocket	Lettuces	0.08K	\$0.00	\$20.00	\$20.00	\$1.55K
+ Pennywort/ gotukola	Herbs	0.07K	\$0.00	\$20.00	\$20.00	\$1.48K
+ Snow pea Tendrils	Lettuces	0.01K	\$0.00	\$19.00	\$19.00	\$0.12K
+ Chilli Birdseye	Chillies	0.01K	\$0.00	\$18.00	\$18.00	\$0.23K
+ Rambutan	Tropical Fruits	0.01K	\$0.00	\$18.00	\$18.00	\$0.19K
+ Mangosteen	Cut Fruits	0.01K	\$0.00	\$17.00	\$17.00	\$0.25K
+ Cherries	Other Fruits	1.41K	\$0.00	\$15.99	\$15.99	\$22.59K
+ Drumstick	Sri Lankan Groceries	0.01K	\$2.22	\$18.00	\$15.78	\$0.16K
+ Rainer Cherries	Other Fruits	0.00K	\$0.00	\$15.00	\$15.00	\$0.03K
+ Dragonfruit	Tropical Fruits	0.19K	\$0.00	\$14.99	\$14.99	\$2.81K
Total	Apples	541.24K	\$1.00	\$4.14	\$3.14	\$1,255.98K

Products with Loss Margins

Item	Category	Units Sold	Unit Buying Price	Unit Selling Price	Unit Price Margin	Loss Incurred
+ Banana Cavendish	Bananas	43.16K	\$2.00	\$1.99	(\$0.01)	(\$0.43K)
+ Avocado Hass Medium	Avocadoes	4.46K	\$3.00	\$1.99	(\$1.01)	(\$4.50K)
+ Cabbage Wombok	Cabbages	2.19K	\$3.75	\$1.50	(\$2.25)	(\$4.93K)
+ choy sum 2 for \$ 1.99	Multi buy	1.07K	\$2.00	\$1.99	(\$0.01)	(\$0.01K)
+ bitter melon	Asian Vegies	0.85K	\$5.00	\$4.50	(\$0.50)	(\$0.42K)
+ Red Radish bunch	Bunch Vegies	0.82K	\$2.50	\$1.80	(\$0.70)	(\$0.57K)
+ Piel de Sapo Melon	Melons	0.76K	\$3.00	\$2.99	(\$0.01)	(\$0.01K)
+ Pear Nashi	Pears	0.47K	\$4.00	\$2.99	(\$1.01)	(\$0.47K)
+ Brown Onion 1Kg	Onions	0.41K	\$1.50	\$1.20	(\$0.30)	(\$0.12K)
+ Gold Nugget700g	Citrus	0.22K	\$2.20	\$2.00	(\$0.20)	(\$0.04K)
+ Lemon 1kg	Citrus	0.10K	\$2.75	\$1.99	(\$0.76)	(\$0.08K)
+ grapes Calmeria	Grapes	0.10K	\$3.50	\$1.99	(\$1.51)	(\$0.15K)
+ Artichoke 2 For 3	Multi buy	0.09K	\$3.60	\$3.00	(\$0.60)	(\$0.06K)
Total	Apples	54.92K	\$2.38	\$2.15	(\$0.24)	(\$12.08K)

Profit Loss Analysis

Year, Quarter, Month

All

Unit Price Margin

(\$20.00)

\$25.00

Unit Buying Price

\$0.00

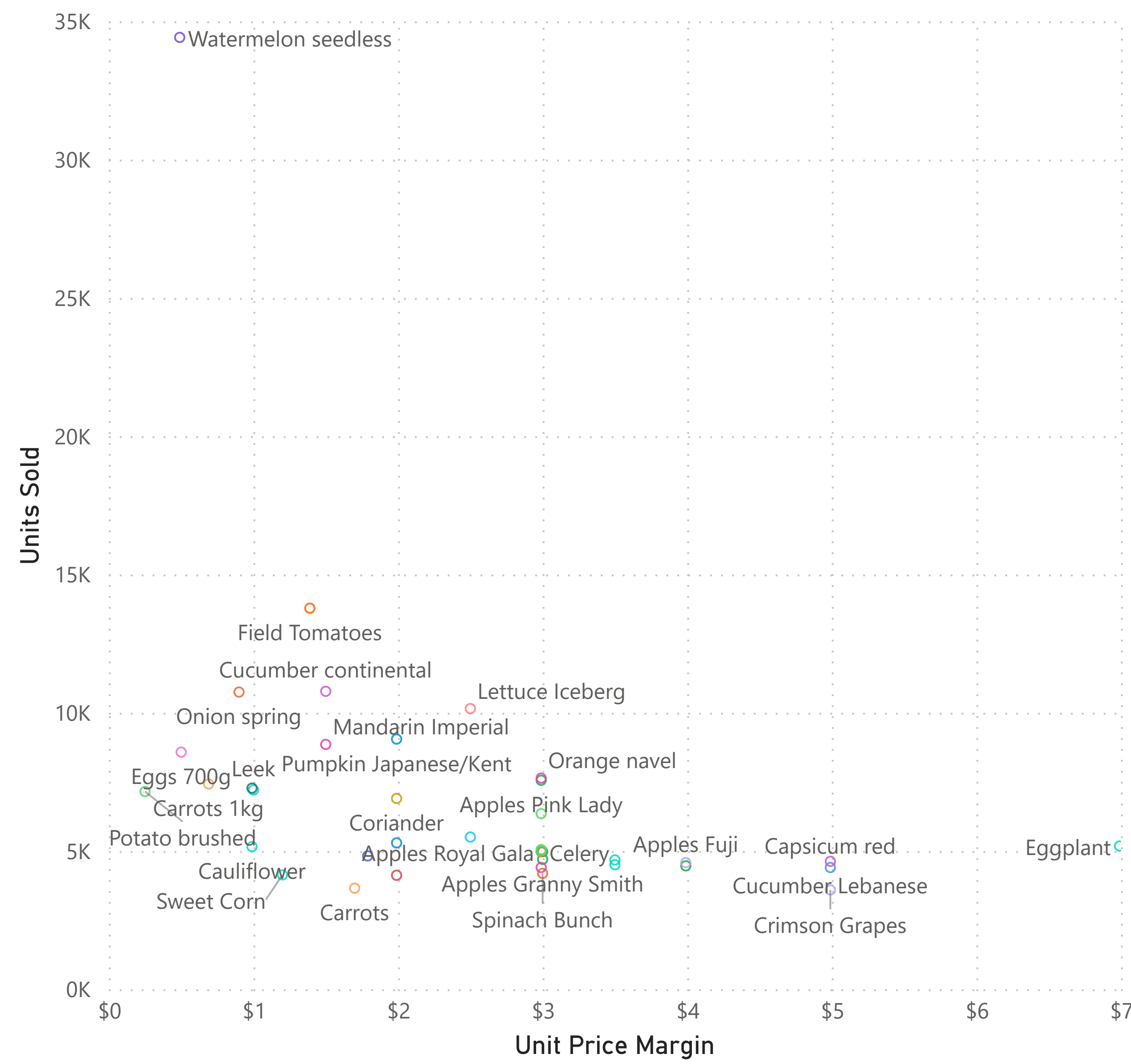
\$45.00

Unit Selling Price

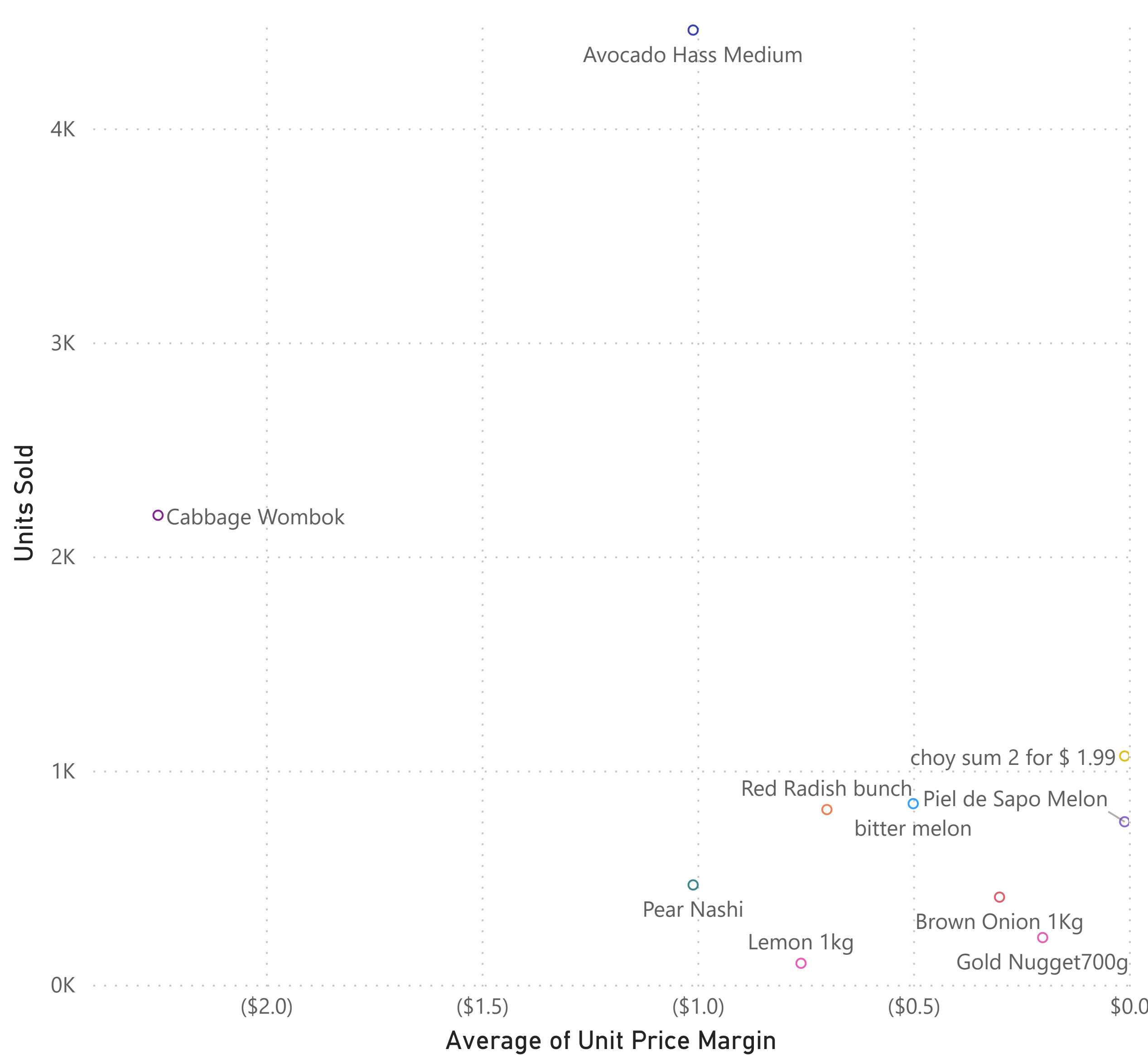
\$0.00

\$53.00

Top 40 Profit Margin Items with Units Sold



Items with Loss Margins with more than 100 units sold



Individual Item Analysis

Category, Item

Apples

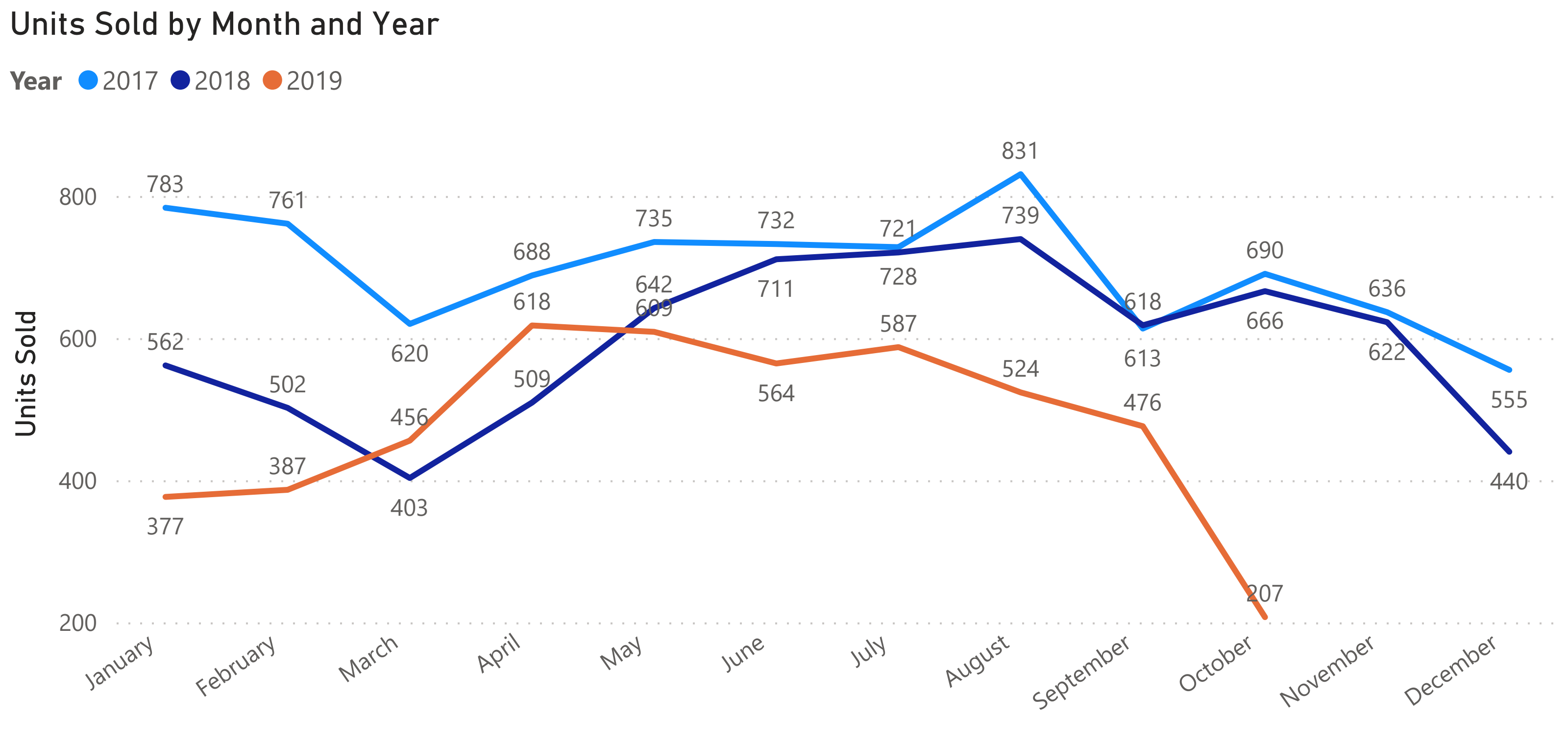
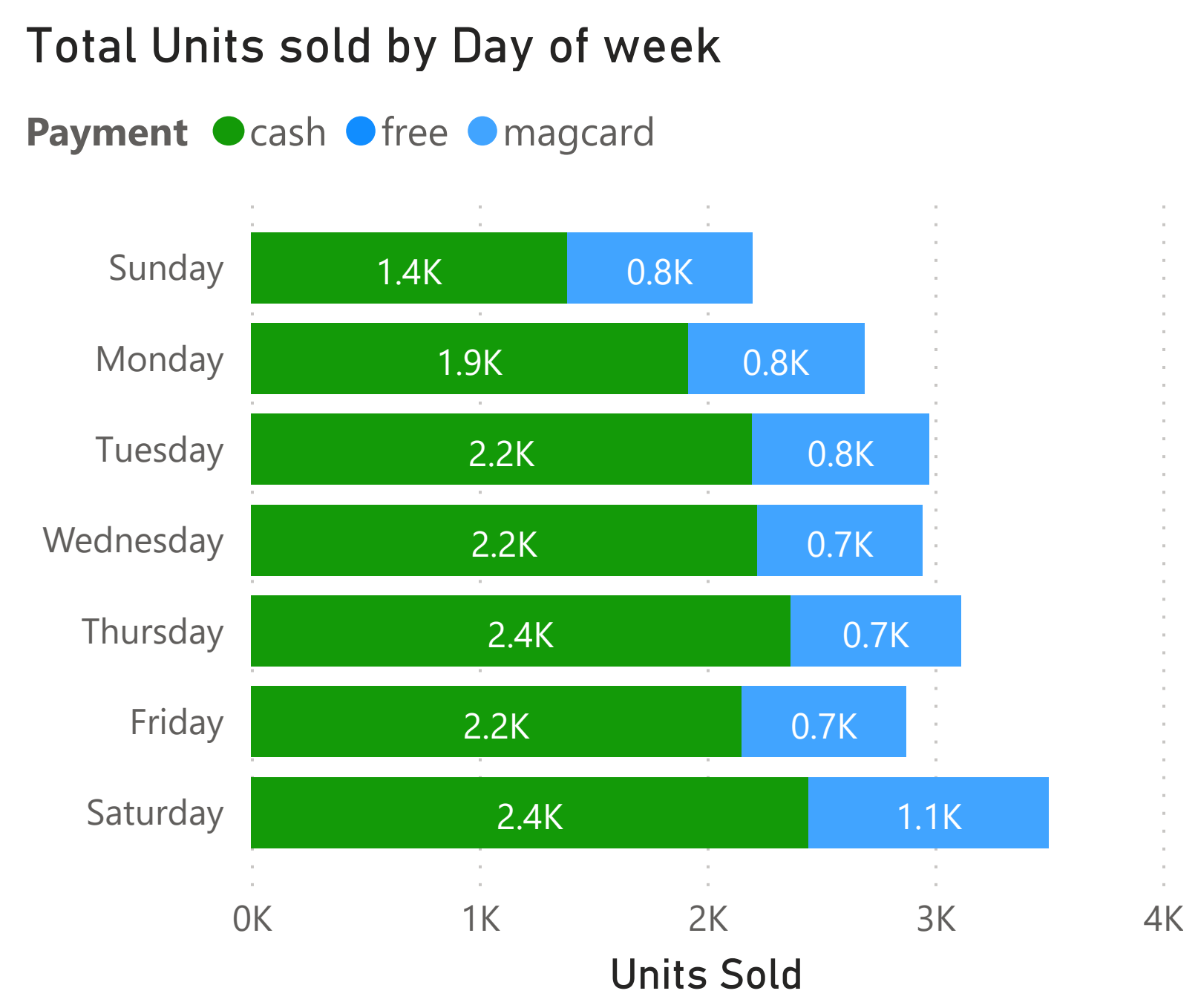
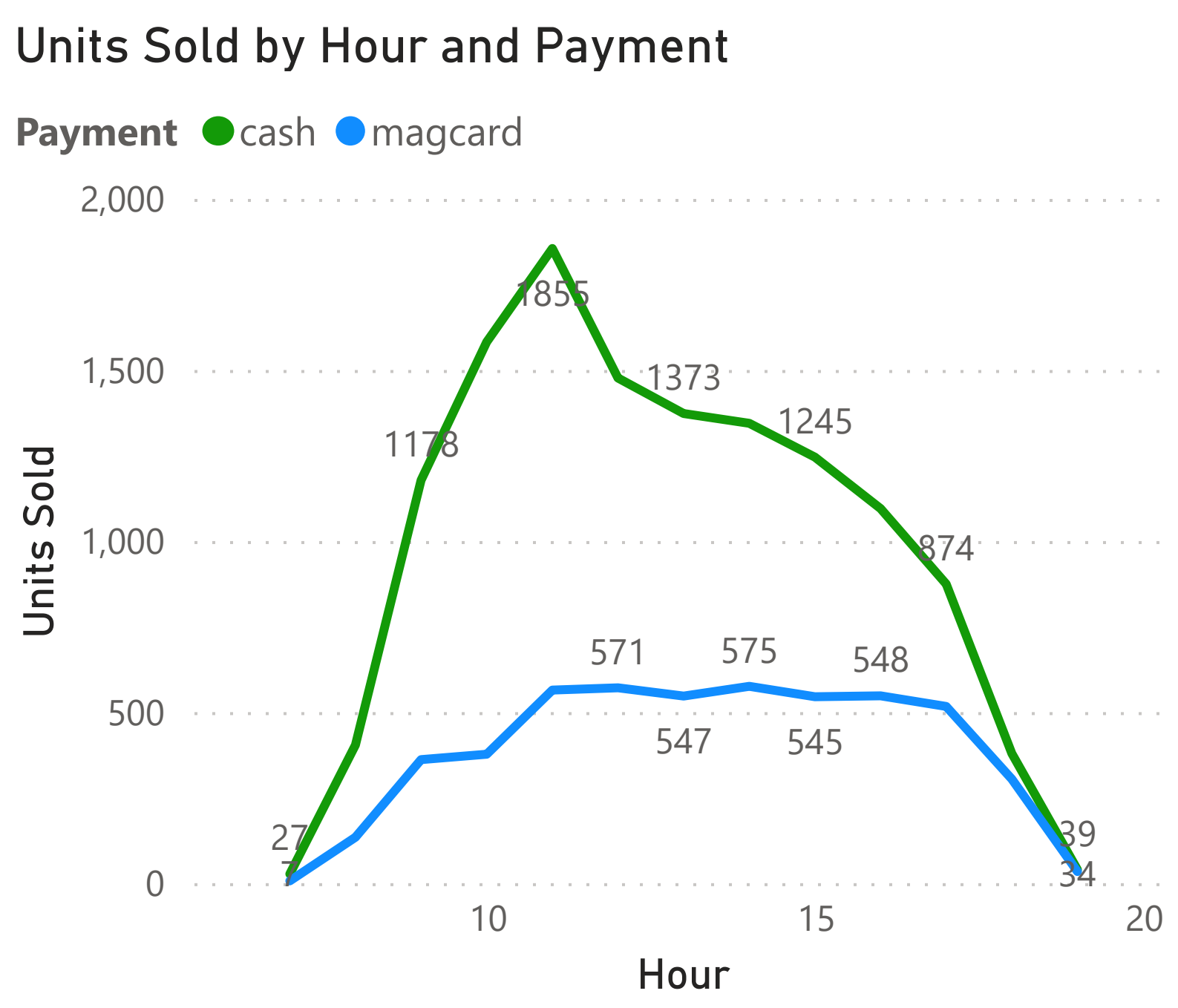
Date

01/01/2017

13/10/2019

\$0.32	\$3.40	\$3.08
Unit Buying Price	Unit Selling Price	Unit Price Margin
\$69,220.71	\$62,067.08	20,314.81
Total Selling Price	Profit	Units Sold

Year	Total Buying Price	Total Selling Price	Profit
2017	\$3.39K	\$29.01K	\$25.62K
Qtr 3	\$0.76K	\$7.71K	\$6.95K
Qtr 2	\$0.86K	\$7.45K	\$6.60K
Qtr 1	\$0.91K	\$7.15K	\$6.24K
Qtr 4	\$0.86K	\$6.69K	\$5.83K
2018	\$2.26K	\$24.01K	\$21.75K
Qtr 3	\$0.70K	\$7.09K	\$6.39K
Qtr 2	\$0.70K	\$6.28K	\$5.58K
Qtr 4	\$0.43K	\$5.63K	\$5.20K
Qtr 1	\$0.43K	\$5.00K	\$4.57K
2019	\$1.50K	\$16.20K	\$14.70K
Qtr 2	\$0.87K	\$6.29K	\$5.42K
Total	\$7.15K	\$69.22K	\$62.07K



Transaction Analysis

Date

01/01/2017

13/10/2019

Month

All

▼

Hour

0

23

Category, Item

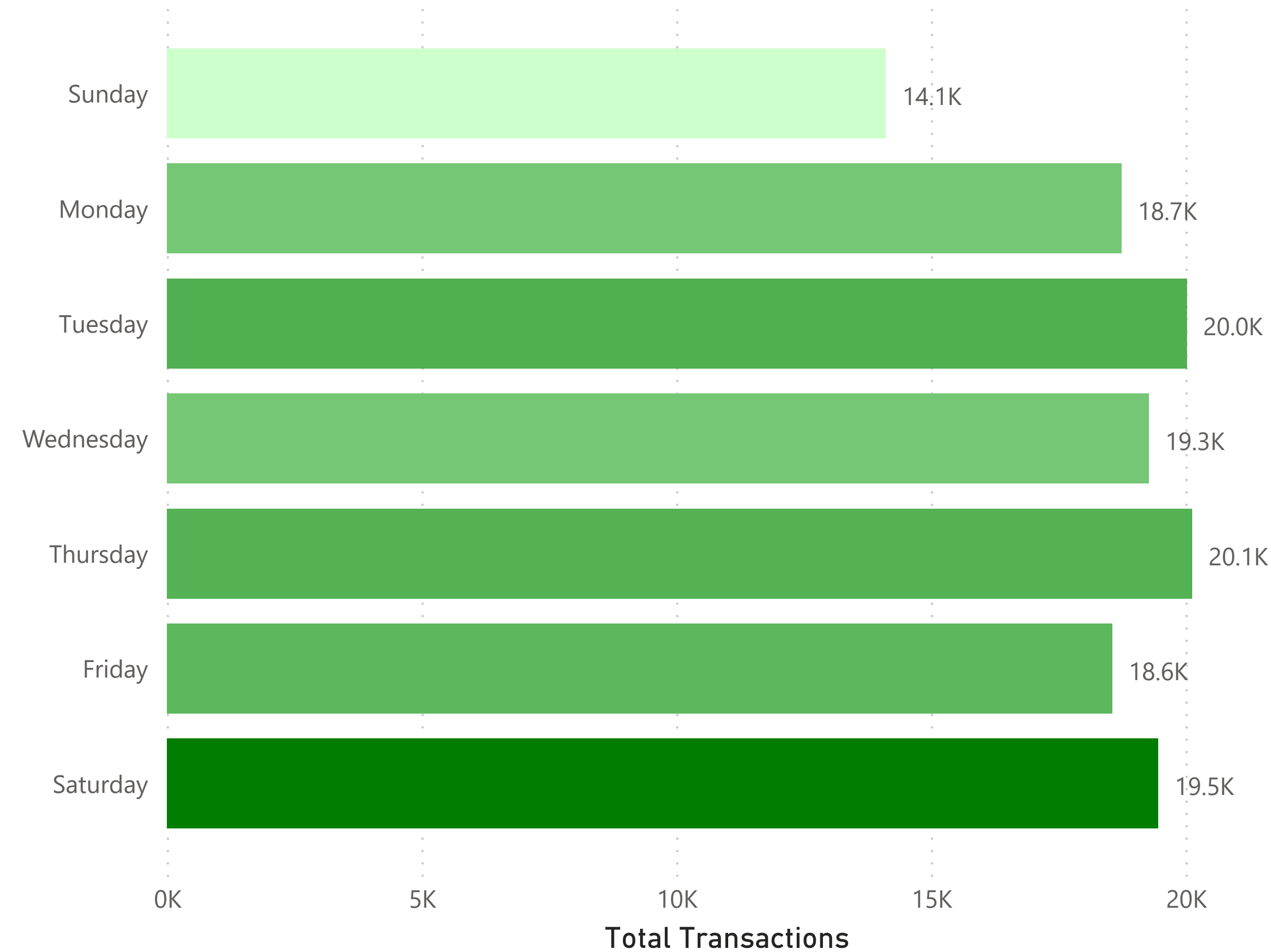
All

▼

How have my [total transactions](#) in-store changed by the [day of the week](#)?

Total Transactions by the day of the week

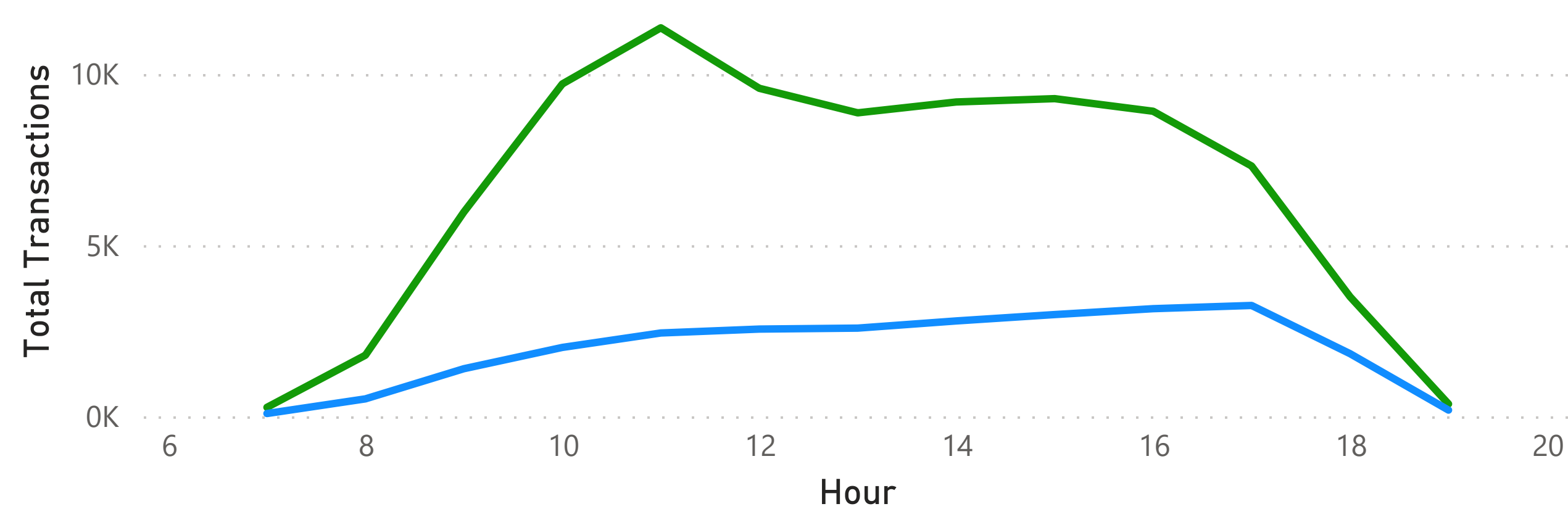
Profit \$0.11M  \$0.16M



How have my [total transactions](#) in-store changed by [the hour of the day](#)?

Total Transactions by Hour and Payment

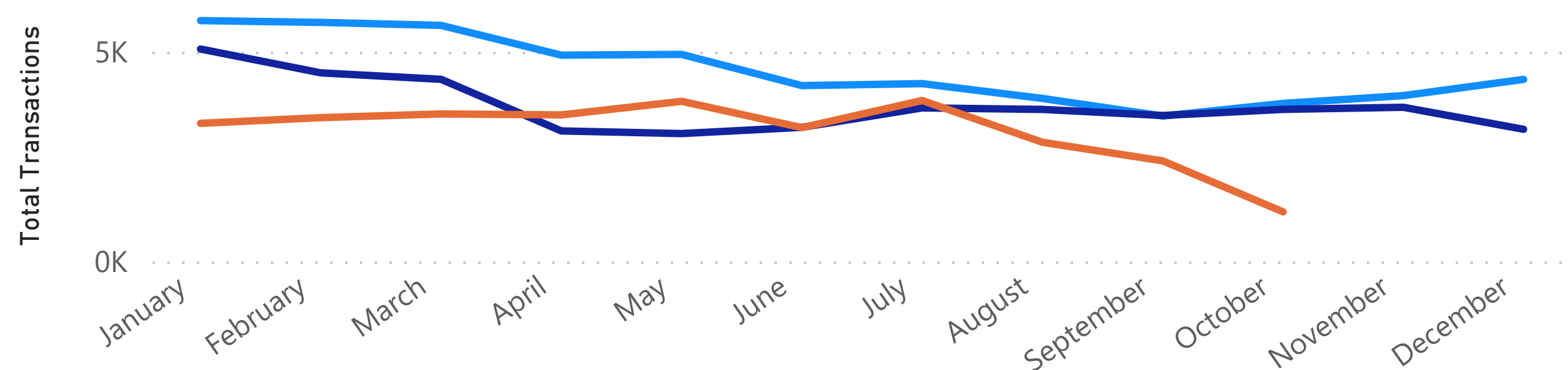
Payment ● cash ● magcard



How have my [total transactions](#) in-store changed by [the month and year](#)?

Total Transactions by Month and Year

Year ● 2017 ● 2018 ● 2019



Item Basket Analysis

Item2

All



Item

All



Lift

2.00

45,492.50

Support basket

0.50%

1.30%

Basket	Confidence Item 1 -> Basket	Confidence Item 2 -> Basket	Lift	Support basket ▼
Field Tomatoes – Cucumber continental	9.32%	23.06%	2.05	1.05%
Zucchini green – Capsicum red	21.85%	16.38%	3.46	1.03%
Capsicum red – Capsicum green	16.01%	33.30%	5.27	1.01%
Capsicum red – Broccoli	14.44%	16.85%	2.67	0.91%
Zucchini green – Broccoli	18.90%	16.52%	3.49	0.89%
Broccoli – Beans green	15.56%	21.21%	3.92	0.84%
Cucumber Lebanese – Capsicum red	14.31%	13.12%	2.27	0.83%
Carrots – Broccoli	18.97%	13.60%	3.50	0.74%
Potato sweet Gold – Broccoli	15.33%	13.60%	2.83	0.74%
Mushroom Cup – Capsicum red	20.73%	11.56%	3.28	0.73%
Mushroom Cup – Broccoli	20.65%	13.44%	3.81	0.73%
Field Tomatoes – Capsicum green	6.32%	23.34%	2.08	0.71%
Carrots 1kg – Broccoli	18.60%	12.92%	3.44	0.70%
Potato sweet Gold – Capsicum red	14.31%	10.88%	2.27	0.69%
Onion spring – Capsicum red	13.59%	10.85%	2.15	0.69%
Eggplant – Capsicum red	15.55%	10.61%	2.46	0.67%
Total				

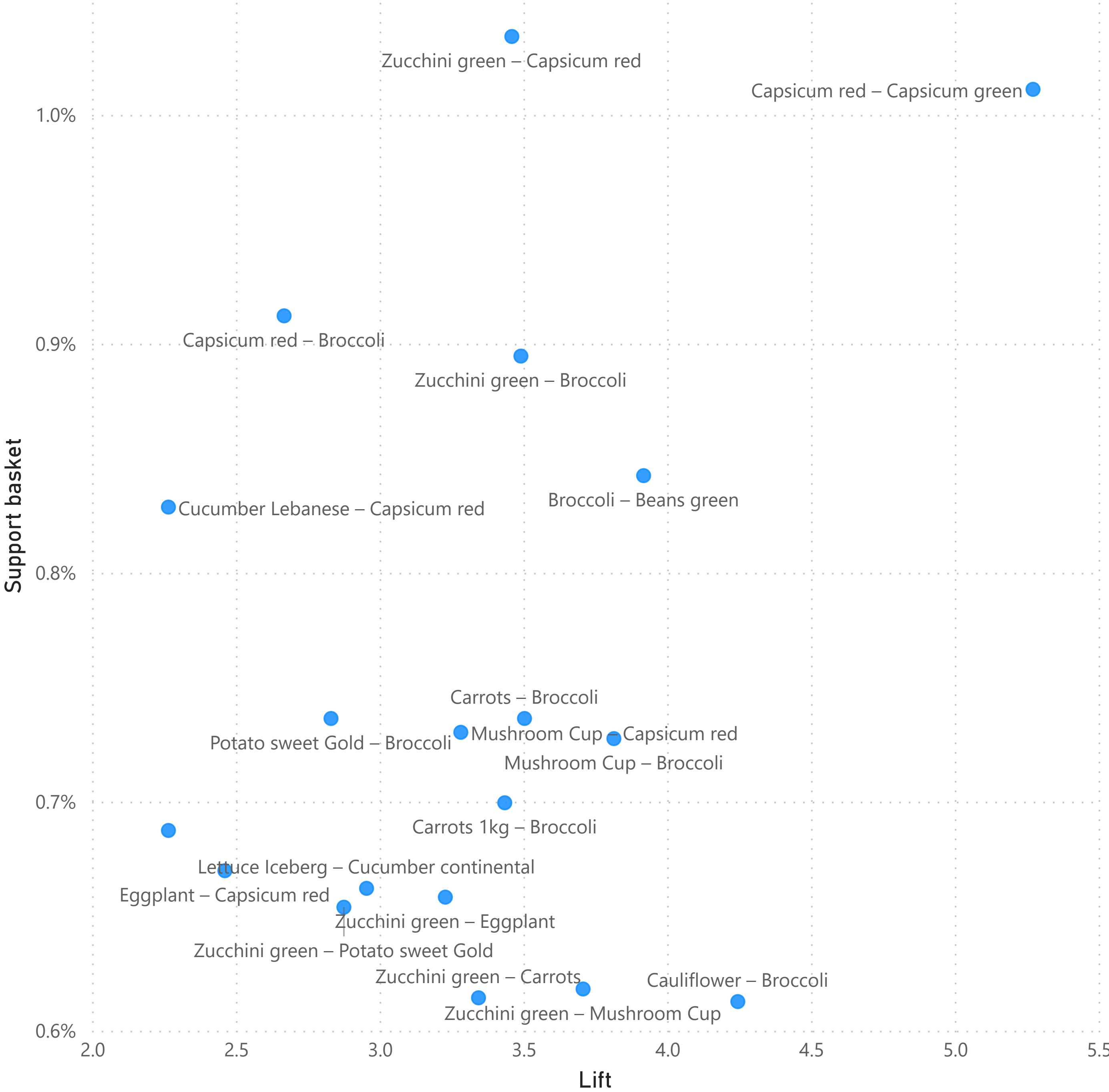


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Basket Analysis Map

Basket	Support basket	Lift	Confidence Item 1 -> Basket	Confidence Item 2 -> Basket
3kg Valencia Oranges – 1kg olive pack	0.00%	0.52	0.05%	0.53%
3kg Valencia Oranges – 2kg Marsh Grapefruit	0.00%	3.52	0.38%	3.61%
3kg Valencia Oranges – 2kg Royal gala apple	0.00%	1.42	0.05%	1.45%
3kg Valencia Oranges – 3kg Marsh Grapefruit	0.00%	1.99	0.05%	2.04%
5kg brown Onion – 3kg Valencia Oranges	0.00%	16.28	16.67%	0.05%
Adelaide Tomatoes – 3kg Valencia Oranges	0.00%	1.58	1.61%	0.05%
Afourer Mandarin – 1kg olive pack	0.00%	3.87	0.40%	2.14%
Afourer Mandarin – 3kg Marsh Grapefruit	0.00%	7.38	0.20%	4.08%
Afourer Mandarin – 3kg Valencia Oranges	0.00%	0.10	0.10%	0.05%
Al Nakhil Tahina 454g – Adzuki Beans 500g	0.00%	27.36	1.43%	1.05%
Alfa Alfa – 3kg Valencia Oranges	0.00%	0.79	0.81%	0.05%
Alfa Alfa – Al Nakhil Tahina 454g	0.00%	21.13	0.81%	1.43%
Almond Bread – Afourer Mandarin	0.00%	11.29	6.25%	0.10%
Almond Cresent 250g – 3kg Marsh Grapefruit	0.00%	19.65	0.53%	2.04%
Almond Cresent 250g – 3kg Valencia	0.00%	3.62	3.70%	0.38%
Total	0.01%	29.27	2.88%	2.46%

Lift and Support basket by Basket



Category Basket Analysis

Category

All

▼

Category2

All

▼

Support basket

1.00%

10.54%



Lift

1.50

10.83



Basket	Lift	Support basket	Confidence Category 1 -> Basket
Other Vegies – Bunch Vegies	1.59	8.10%	22.70%
Other Vegies – carrots	2.56	6.99%	19.60%
Other Vegies – capsicum	1.98	6.97%	19.54%
Bananas – Apples	1.54	6.53%	27.02%
Other Vegies – Cucumbers	1.59	5.90%	16.53%
Citrus – Apples	1.58	5.72%	27.85%
Other Vegies – Cut Veggies	2.01	4.88%	13.69%
Other Vegies – Asian Veggies	1.53	4.77%	13.36%
Other Vegies – Mushrooms	2.48	4.53%	12.71%
Tomatoes – Cucumbers	2.26	4.50%	23.49%
Pears – Bananas	1.69	3.54%	40.82%
Tomatoes – Lettuces	1.70	3.45%	18.03%
Potatoes – carrots	2.06	3.30%	15.72%
Onions – capsicum	1.72	3.22%	16.92%
Onions – Cucumbers	1.61	3.20%	16.78%
Pears – Apples	2.07	3.14%	36.31%
Other Vegies – Chillies	1.66	3.12%	8.74%
Sri Lankan Groceries – Groceries-Dry Goods	4.27	3.08%	34.96%
Tomatoes – capsicum	1.62	3.05%	15.94%
Onions – carrots	2.01	2.93%	15.37%
Pumpkins – Potatoes	1.77	2.91%	37.09%
Pears – Citrus	1.52	2.70%	31.23%
Other Vegies – Avocadoes	1.93	2.64%	7.41%
Lettuces – Cucumbers	2.38	2.62%	24.70%
Total			

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Category Basket Analysis Chart

Category

All

▼

Category2

All

▼

Support basket

1.00%

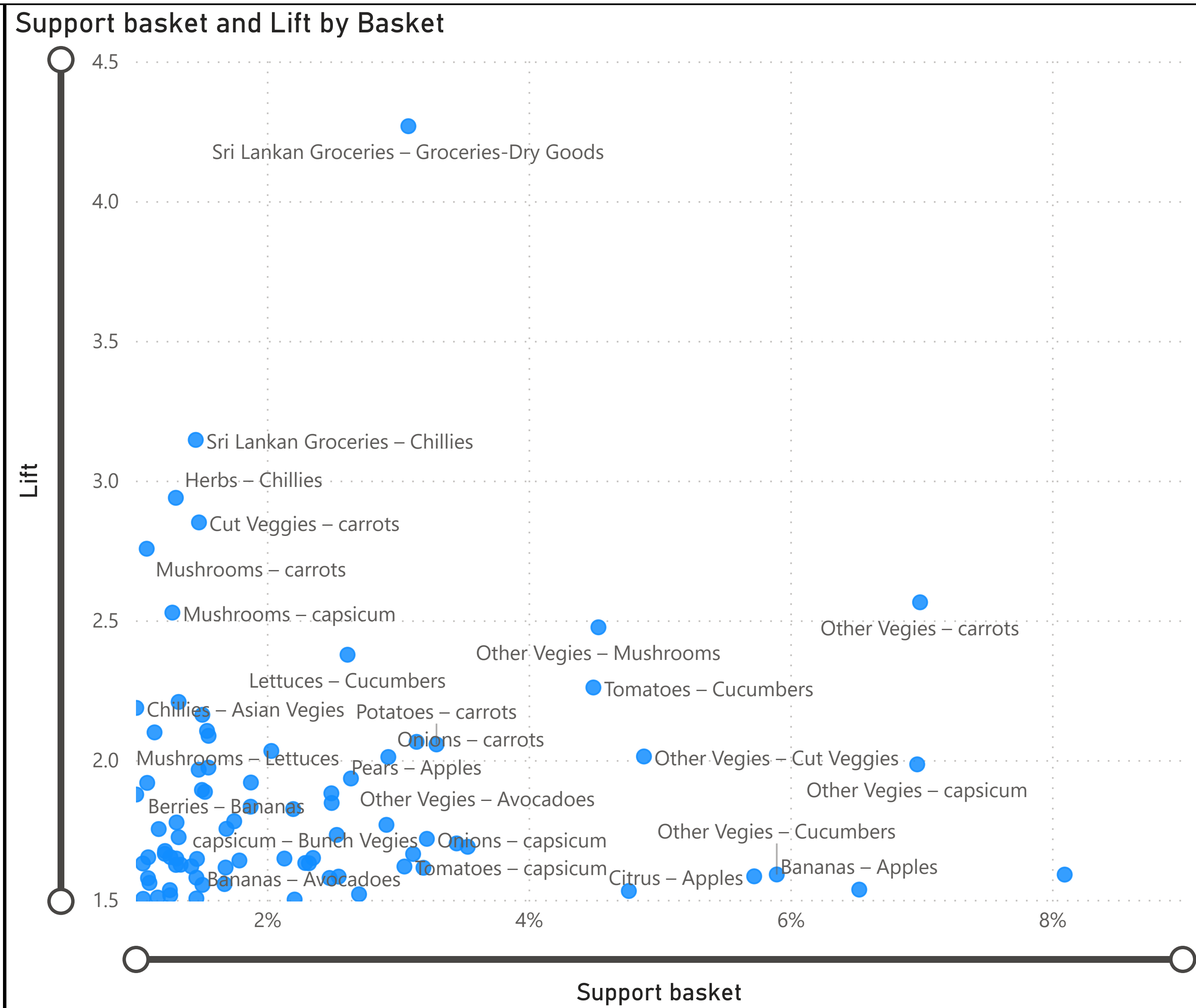
10.54%

Lift

1.50

10.83

Basket	Lift	Support basket	Confidence Category 1 -> Basket
Other Vegies – Bunch Vegies	1.59	8.10%	22.70%
Other Vegies – carrots	2.56	6.99%	19.60%
Other Vegies – capsicum	1.98	6.97%	19.54%
Bananas – Apples	1.54	6.53%	27.02%
Other Vegies – Cucumbers	1.59	5.90%	16.53%
Citrus – Apples	1.58	5.72%	27.85%
Other Vegies – Cut Veggies	2.01	4.88%	13.69%
Other Vegies – Asian Vegies	1.53	4.77%	13.36%
Other Vegies – Mushrooms	2.48	4.53%	12.71%
Tomatoes – Cucumbers	2.26	4.50%	23.49%
Pears – Bananas	1.69	3.54%	40.82%
Tomatoes – Lettuces	1.70	3.45%	18.03%
Potatoes – carrots	2.06	3.30%	15.72%
Onions – capsicum	1.72	3.22%	16.92%
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Pears – Citrus	1.52	2.70%	31.23%
Other Vegies – Avocadoes	1.93	2.64%	7.41%
Lettuces – Cucumbers	2.38	2.62%	24.70%
Total			



Business Question:

Which Item generates the most profit and what amount of items are sold?

Purpose:

To know the most profit-generating items and which is the highest-selling item with profits.

Value:

Inventory Management/ Manager/ Sales

Focussed question:

Which is the most profitable item sold?

Columns Used:

Item, Units Sold, Profit

Summarization Method:

SUM Units Sold, SUM Profit

Filter/Slicer:

Filter- Profit is greater than equal to 0,

Visual:

Stacked bar chart

Recommendation:

One thing that the store could do is that increase their profit margin in Watermelon Seedless because it is one of the items with a good profit margin that has high units sold generated. The quality of the inventory of seedless watermelon should be maintained.

The store could also reduce the profit margin in eggplant a little to get more sales.

Category

All

Date

16/03/2016

13/10/2019

Profit

\$0.00

\$215.00

Unit Buying Price

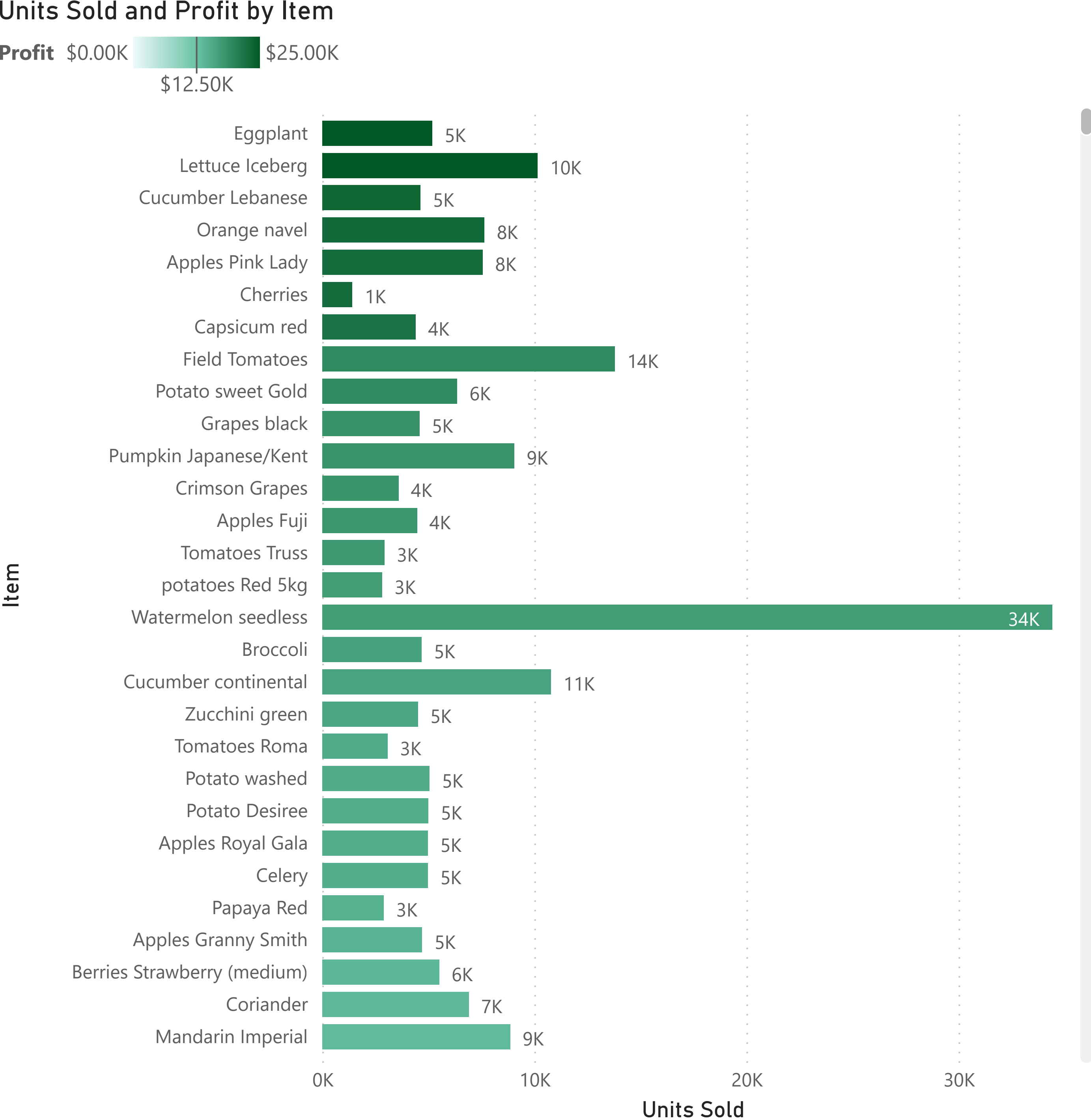
\$0.00

\$43.50

Unit Selling Price

\$0.00

\$53.00



Business Question:

Which Item generates the most losses and what is the revenue generated?

Purpose:

To know the least profit-generating items and which least profitable item was sold the most?

Value:

Inventory Management/ Manager/ Sales

Focussed question:

Which is the least profitable item sold?

Columns Used:

Item, Units Sold, Profit

Summarization Method:

SUM Units Sold, SUM Profit

Filter/Slicer:

Flter- Profit is less than 0,

Visual:

Stacked bar chart

Recommendation:

Banana cavendish is the most sold item with a loss margin, the store could try to keep it in a more visible place and reduce the loss margin slightly, that way sales would increase and the loss margins would reduce as well.

The store is facing heavy losses on Cabbage Womback which doesn't have a lot of sales so increasing their profit margin would be better.

Category

All

Date

16/03/201613/10/2019

Profit

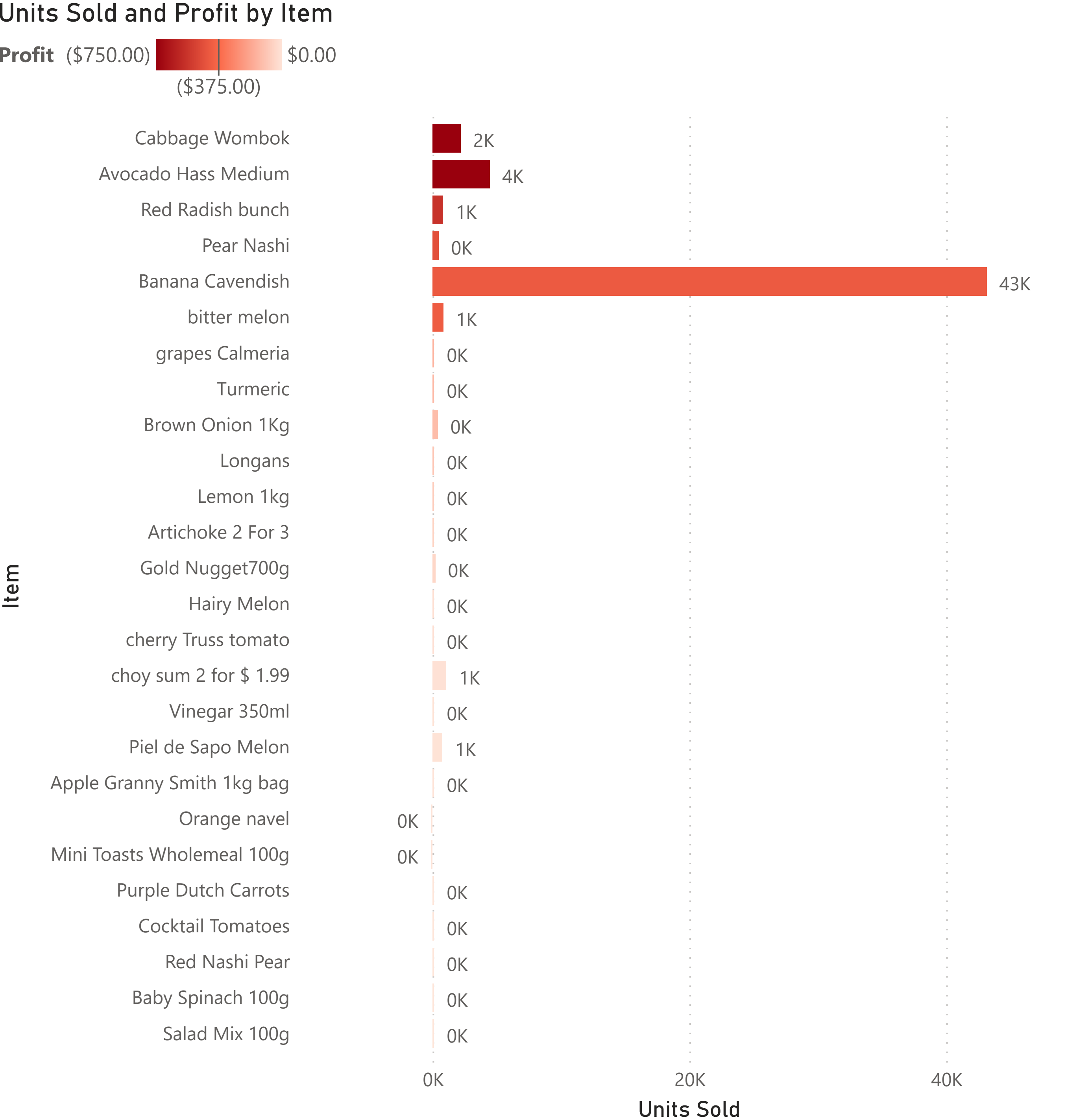
(\$22.84)(\$0.00)

Unit Buying Price

\$0.00\$45.00

Unit Selling Price

\$1.20\$25.00



Business Question:
Basis of which day has the highest transactions, the store should have more counters and staff on which days?

Purpose:
To know which day has the most transactions and which payment method is preferred.

Value:
Accounting/ Manager/ Operations

Focussed question:
Which day of the week has the most transactions and using which payment method?

Columns Used:
Profit, Transaction ID, Payment, Week name, Week number

Summarization Method:
Count Distinct Transaction ID, SUM Profit

Filter/Slicer:
Filter out Cash Refund and Free, Slicer to check year wise and category wise

Visual:
Line Charts and Stacked Bar Chart

Recommendation:
2017 had the most transactions in cash. The store should make sure to have more counters open on Thursdays and cash counting machines should be handy throughout. Most profits are generated by transactions made by cash, the staff should be trustworthy to handle the cash.

Category

All

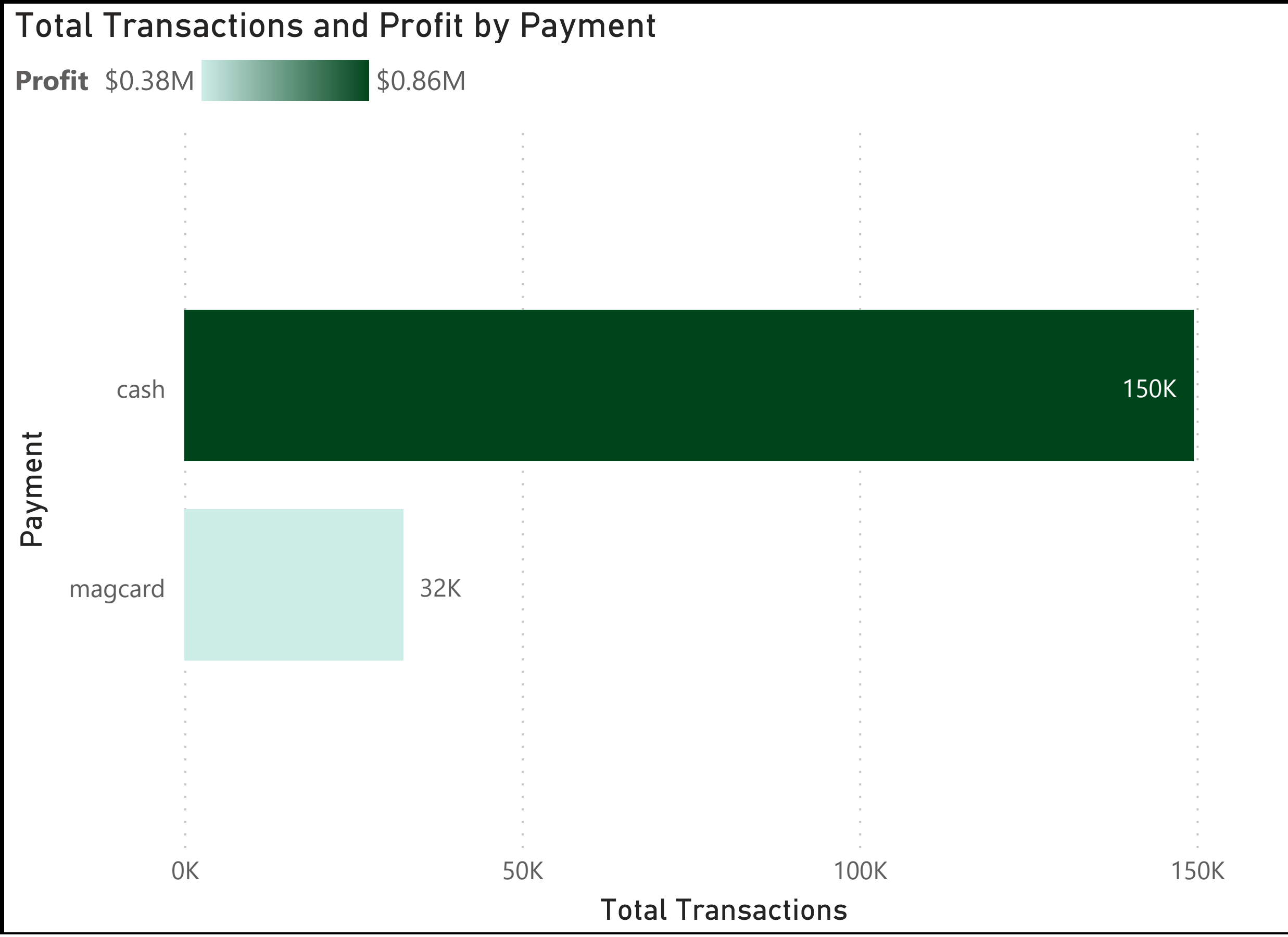
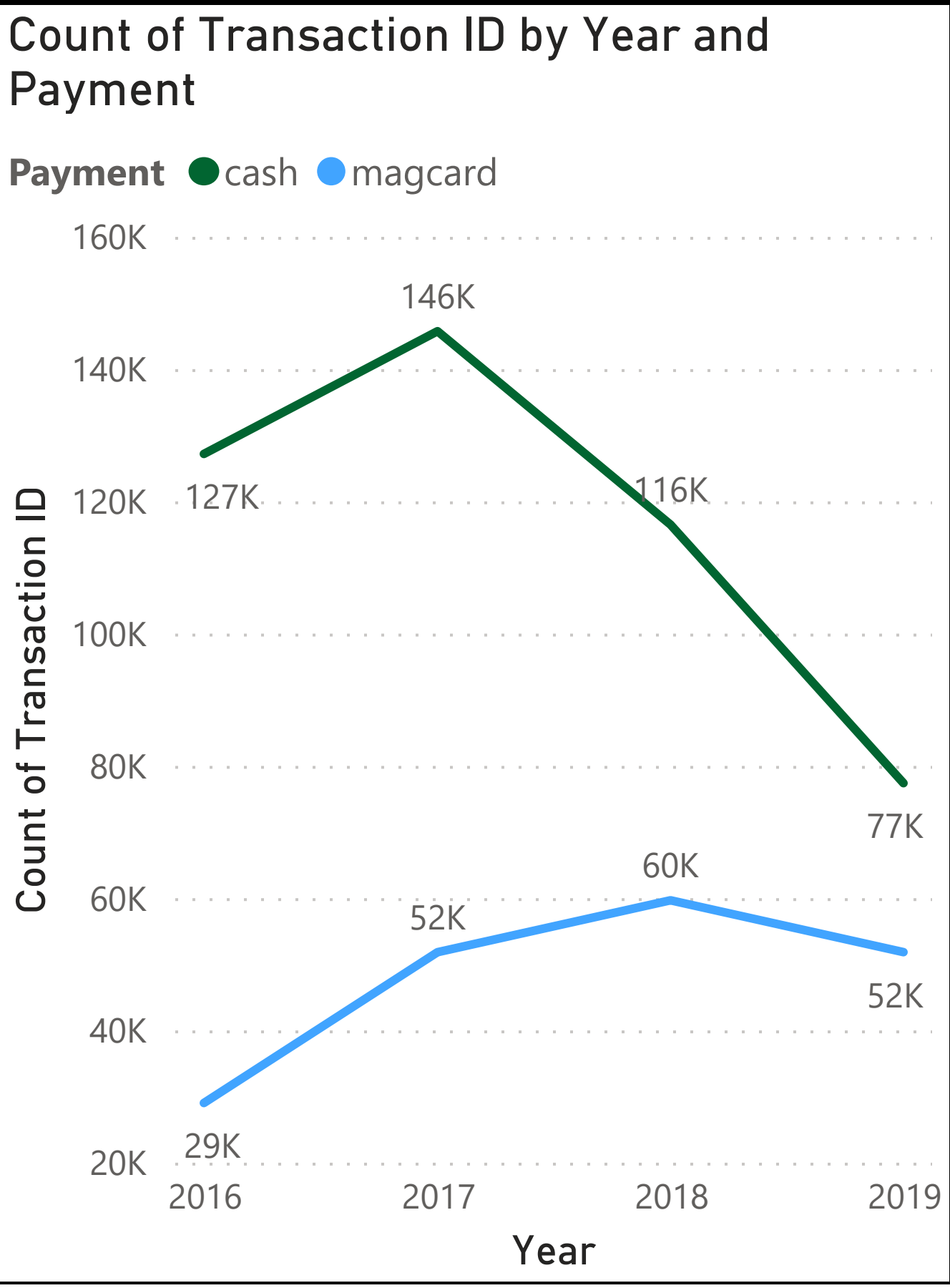
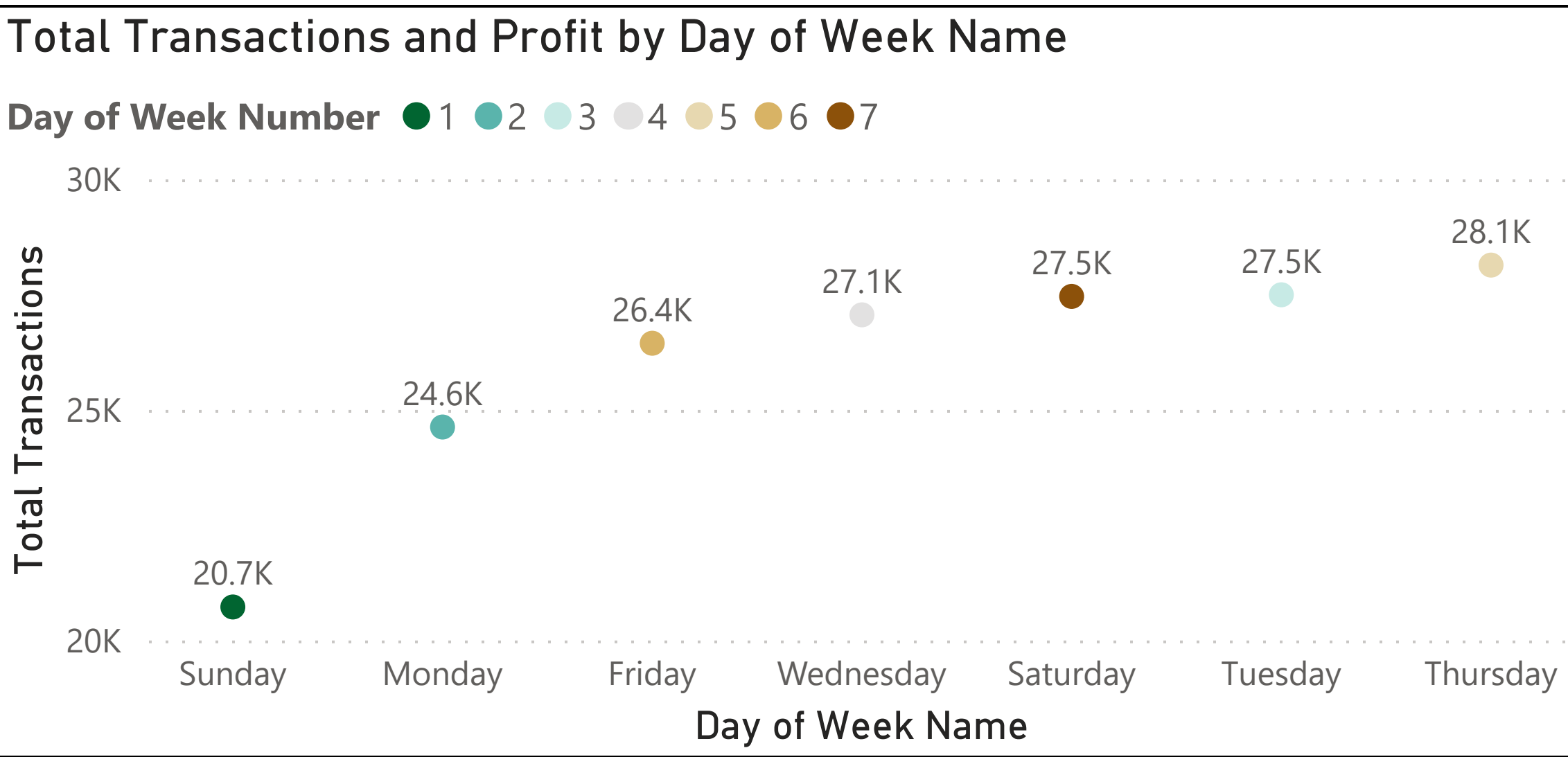
Year

2016

2017

2018

2019



Business Question:

Which month generated the most profits, using which transaction method?
To check which category is deriving the most profits in which month and items sold.

Purpose:

Understanding the most profitable month, for understanding stock and inventory better.

Value:

Accounts/ Manager/ Inventory Manager

Focussed question:

Which month is profitable according to the categories, and total items?

Columns Used:

Profit, Payment, Month

Summarization Method:

SUM of Profit

Filter/Slicer:

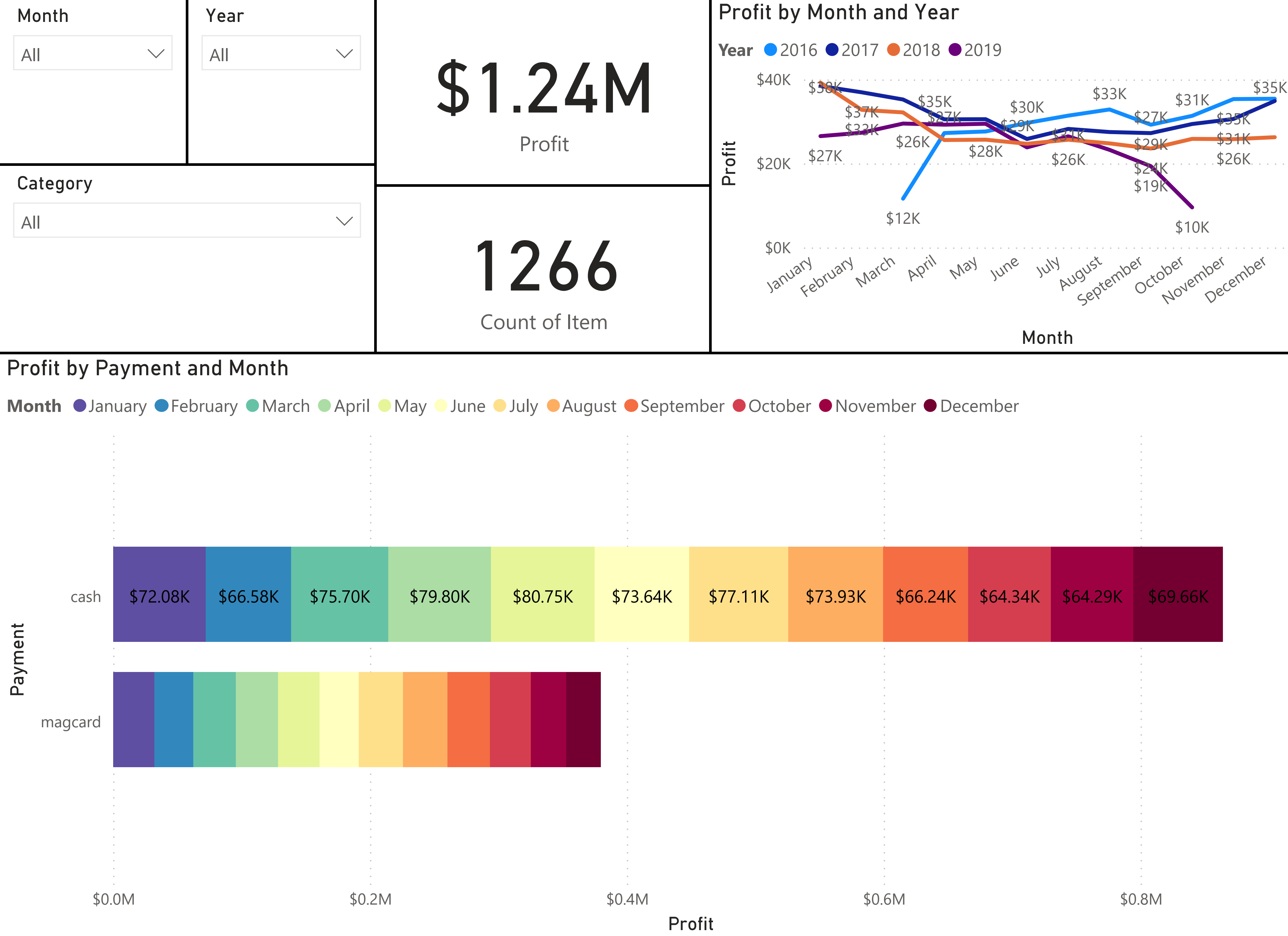
Filter out the Free and Cashrefund Payment methods

Visual:

Stacked bar chart and line chart

Recommendation:

May is the most profitable month and has most of the transactions in cash over the 4 years. However, an increase can be seen in the months of December and January, suggesting more shopping during festive and celebratory holidays.



Business Question:

Which item's inventory should be high for one week to Christmas? (19th to 25th December)

Purpose:

Find a pattern in the units sold and the festive week of Christmas, which is the most sold?

Value:

Inventory/ Manager

Focused question:

State the top 3 selling items during Christmas week for all 4 years.

Columns Used:

Units Sold, Item

Summarization Method:

Count Distinct of Units Sold

Filter/Slicer:

Slicer of Day, Month, Year to fix the dates and a slicer for the category for a better understanding category-wise.

Visual:

Stacked bar chart

Recommendation:

I would recommend the store to make sure that Banana Cavendish, Seedless Watermelon, and Cherries are in stock. The store can increase the profit margin in Banana Cavendish to generate higher profits.

Cherries are the most profitable for the store during the festive week.

Day

Multiple selections

Month

December

Year

All

Category

All

Units Sold and Profit by Item

Profit (\$0.07K)

\$3.11K

